DA: 79 | **PA:** 79 | **DR:** 92 | **PR:** 7

Why Use Kickstarter for Link Building?

Links from Kickstarter deliver worthwhile domain authority, making it a worthwhile addition to any link-building campaign. The value of backlinks extends beyond mere SEO metrics. A well-placed link on Kickstarter can also drive referral traffic directly to your website, providing both ranking benefits and real visitors who are genuinely interested in your content.

Kickstarter carries a Domain Authority score of **79** paired with a Page Authority of **79**, making it a **solid mid-tier authority** domain. The Ahrefs Domain Rating of **92** validates the quality of its inbound links, and a PageRank of **7** speaks to the enduring trust this domain commands.

In search engine optimisation, not all backlinks are created equal. Links from high-authority platforms like Kickstarter carry significantly more weight than those from low-quality or unknown websites. Search engines evaluate the quality, relevance, and authority of each linking domain when determining how much ranking benefit to pass along. This is why securing a presence on well-established platforms should be a priority in any link-building campaign.

Steps to Secure Your Link

Create your account on Kickstarter and invest a few minutes in building a credible profile. Add a professional description, a relevant profile image, and accurate contact information where appropriate.

When adding your backlink, context is everything. Place your link within relevant content that provides genuine value to readers. Avoid over-optimised anchor text — instead, use natural phrases that describe what users will find when they click through to your site.

After establishing your link, monitor your analytics to track referral traffic from Kickstarter. This data helps you understand which platforms deliver real results, allowing you to focus your link-building efforts where they matter most.

Tips for Success

- Include your branding consistently so that search engines can associate your links with your overall web presence.
- Do not rely solely on Kickstarter — combine it with other quality backlink sources for a diverse and natural-looking link profile.
- Consider creating content on Kickstarter that complements your main website, providing additional value rather than simply duplicating what you already publish.
- Monitor your backlink using tools such as Google Search Console to confirm it is being indexed and passing value.
- Keep your profile and content updated regularly to maintain the value of your backlink over time.

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